

10/533262

JC17 Rec'd PCT/PTO 27 APR 2005

COPY OF THE PCT DEMAND FOR EXAMINATION AND ARTICLE 19 AMENDMENTS

UNITED STATES PATENT AND TRADEMARK OFFICE
PCT

Title: Aqueous Activated Components Conveyed In A Non-Aqueous Carrier System

Applicant: Venture Management Alliance, LLC

Inventor: John E. Walls, Jeffrey W. Putt, Kenneth E. DeLine

International Application Number: PCT/US03/35057

International Filing Date: 3 November 2003

Receiving Office: RO/US

Attorney Docket Number: VMACosPCT

LETTER OF TRANSMITTAL

Mail Stop PCT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

Enclosed for filing pursuant to the Patent Cooperation Treaty are documents as follows:

1. A PCT Demand Form PCT/IPEA/401 (4 pages);
2. Article 19 Amendments (6 pages);
4. A firm Letter of Transmittal along with a PCT Fee Calculation Sheet and a check in the amount of \$ _____ made out to the Commissioner for Patents; and
5. Certificates of Express Mailing for each document listed in this Letter of Transmittal and a Postcard Receipt for return to the undersigned.

I have this 28 day of May, 2004, either myself personally, or through my direction of staff at this office, deposited all of the items listed in this Letter of Transmittal with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to:

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Please process the enclosed international PCT application and return the enclosed postcard receipt.

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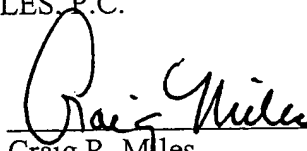
Customer No. 39208

Dated this 28 day of May, 2003.

Respectfully Submitted,

CR MILES, P.C.

By:



Craig R. Miles

ATTORNEY FOR APPLICANTS

USPTO Reg. No. 45,954

204 Walnut Street, Suite J

Fort Collins, CO 80524

PCT

FEE CALCULATION SHEET

Annex to the Demand

International
application No. PCT/US03/35057Applicant's or agent's
file reference VMACosPCT

For International Preliminary Examining Authority use only

Date stamp of the IPEA

Applicant

VENTURE MANAGEMENT ALLIANCE, LLC

CALCULATION OF PRESCRIBED FEES

1. Preliminary examination fee 750.00 P

2. Handling fee (*Applicants from certain States are entitled to a reduction of 75% of the handling fee. Where the applicant is (or all applicants are) so entitled, the amount to be entered at H is 25% of the handling fee.*) 162.00 H3. Total of prescribed fees
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UNITED STATES PATENT AND TRADEMARK OFFICE
PCT

Title: Aqueous Activated Components Conveyed In A Non-Aqueous Carrier System
Applicant: Venture Management Alliance, LLC
Inventor: John E. Walls, Jeffrey W. Putt, Kenneth E. DeLine
International Application Number: PCT/US03/35057
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Attorney Docket Number: VMACosPCT


CERTIFICATE OF EXPRESS MAILING

I, Craig R. Miles, hereby certify to the truth of the following items:

1. I am an employee of CR MILES, P.C., 204 Walnut Street, Suite J, Fort Collins, CO 80524.
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Dated this 28 day of May, 2003.


Craig R. Miles

IPEA/ US

PCT

CHAPTER II

DEMAND

under Article 31 of the Patent Cooperation Treaty:

The undersigned requests that the international application specified below be the subject of international preliminary examination according to the Patent Cooperation Treaty and hereby elects all eligible States (except where otherwise indicated).

For International Preliminary Examining Authority use only

Identification of IPEA		Date of receipt of DEMAND
Box No. I IDENTIFICATION OF THE INTERNATIONAL APPLICATION		Applicant's or agent's file reference VMACosPCT
International application No. PCT/US03/35057	International filing date (day/month/year) 03 November 2003 (03.11.2003)	(Earliest) Priority date (day/month/year) 02 November 2002 (02.11.02)
Title of invention Aqueous Activated Components Conveyed In A Non-Aqueous Carrier System		
Box No. II APPLICANT(S)		
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.) VENTURE MANAGEMENT ALLIANCE, LLC 204 Walnut Street, Suite C Fort Collins, CO 80524 United States of America		Telephone No. (970) 416-1114
		Facsimile No. (970) 416-1111
		Teleprinter No.
		Applicant's registration No. with the Office
State (that is, country) of nationality: US		State (that is, country) of residence: US
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.) WALLS, John E. 525 East Drake Street, Apt. 310B Fort Collins, CO 80525 United States of America		
State (that is, country) of nationality: US		State (that is, country) of residence: US
Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.) PUTT, Jeffrey W. 4125 Suncrest Drive Fort Collins, CO 80526 United States of America		
State (that is, country) of nationality:		State (that is, country) of residence:
<input type="checkbox"/> Further applicants are indicated on a continuation sheet.		

Continuation of Box No. II APPLICANT(S)

If none of the following sub-boxes is used, this sheet should not be included in the demand.

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)

DELINE, Kenneth E.
1720 Lindenwood Drive
Fort Collins, CO 80524
United States of America

State (that is, country) of nationality:

State (that is, country) of residence:

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)

State (that is, country) of nationality:

State (that is, country) of residence:

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)

State (that is, country) of nationality:

State (that is, country) of residence:

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)

State (that is, country) of nationality:

State (that is, country) of residence:

☐ Further applicants are indicated on another continuation sheet.

Box No. III AGENT OR COMMON REPRESENTATIVE; OR ADDRESS FOR CORRESPONDENCEThe following person is ☒ agent ☐ common representativeand ☒ has been appointed earlier and represents the applicant(s) also for international preliminary examination.☐ is hereby appointed and any earlier appointment of (an) agent(s)/common representative is hereby revoked.☐ is hereby appointed, specifically for the procedure before the International Preliminary Examining Authority, in addition to the agent(s)/common representative appointed earlier.Name and address: (Family name followed by given name; for a legal entity, full official designation.
The address must include postal code and name of country.)MILES, Craig R.
204 Walnut Street, Suite J
Fort Collins, CO 80524

Telephone No.

(970) 492-0000

Facsimile No.

(970) 492-0003

Teleprinter No.

Agent's registration No. with the Office

45,954

☐ **Address for correspondence:** Mark this check-box where no agent or common representative is/has been appointed and the space above is used instead to indicate a special address to which correspondence should be sent.**Box No. IV BASIS FOR INTERNATIONAL PRELIMINARY EXAMINATION****Statement concerning amendments:***

1. The applicant wishes the international preliminary examination to start on the basis of:

☒ the international application as originally filedthe description ☒ as originally filed☐ as amended under Article 34the claims ☐ as originally filed☒ as amended under Article 19 (together with any accompanying statement)☐ as amended under Article 34the drawings ☒ as originally filed☐ as amended under Article 342. ☐ The applicant wishes any amendment to the claims under Article 19 to be considered as reversed.3. ☐ The applicant wishes the start of the international preliminary examination to be postponed until the expiration of 20 months from the priority date unless the International Preliminary Examining Authority receives a copy of any amendments made under Article 19 or a notice from the applicant that he does not wish to make such amendments (Rule 69.1(d)). (This check-box may be marked only where the time limit under Article 19 has not yet expired.)

* Where no check-box is marked, international preliminary examination will start on the basis of the international application as originally filed or, where a copy of amendments to the claims under Article 19 and/or amendments of the international application under Article 34 are received by the International Preliminary Examining Authority before it has begun to draw up a written opinion or the international preliminary examination report, as so amended.

Language for the purposes of international preliminary examination: English.....

☒ which is the language in which the international application was filed.☐ which is the language of a translation furnished for the purposes of international search.☐ which is the language of publication of the international application.☐ which is the language of the translation (to be) furnished for the purposes of international preliminary examination.**Box No. V ELECTION OF STATES**

The applicant hereby elects all eligible States (that is, all States which have been designated and which are bound by Chapter II of the PCT)

excluding the following States which the applicant wishes not to elect:

None.

Box No. VI CHECK LIST

The demand is accompanied by the following elements, in the language referred to in Box No. IV, for the purposes of international preliminary examination:

- | | | |
|--|---|----------|
| 1. translation of international application | : | sheets |
| 2. amendments under Article 34 | : | sheets |
| 3. copy (or, where required, translation) of amendments under Article 19 | : | 6 sheets |
| 4. copy (or, where required, translation) of statement under Article 19 | : | sheets |
| 5. letter | : | sheets |
| 6. other (<i>specify</i>) | : | sheets |

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received not received

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

The demand is also accompanied by the item(s) marked below:

- | | |
|--|---|
| 1. <input checked="" type="checkbox"/> fee calculation sheet | 5. <input type="checkbox"/> statement explaining lack of signature |
| 2. <input type="checkbox"/> original separate power of attorney | 6. <input type="checkbox"/> sequence listings in computer readable form |
| 3. <input type="checkbox"/> original general power of attorney | 7. <input type="checkbox"/> tables in computer readable form related to sequence listings |
| 4. <input type="checkbox"/> copy of general power of attorney; reference number, if any: | 8. <input type="checkbox"/> other (<i>specify</i>): |

Box No. VII SIGNATURE OF APPLICANT, AGENT OR COMMON REPRESENTATIVE

Next to each signature, indicate the name of the person signing and the capacity in which the person signs (if such capacity is not obvious from reading the demand).

CR MILES, P.C.

By:

Craig R. Miles USPTO Reg. No. 45,954

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1. Date of actual receipt of DEMAND:

2. Adjusted date of receipt of demand due to CORRECTIONS under Rule 60.1(b):

3. ☐ The date of receipt of the demand is AFTER the expiration of 19 months from the priority date and item 4 or 5, below, does not apply.

☐ The applicant has been informed accordingly.

4. ☐ The date of receipt of the demand is WITHIN the period of 19 months from the priority date as extended by virtue of Rule 80.5.

5. ☐ Although the date of receipt of the demand is after the expiration of 19 months from the priority date, the delay in arrival is EXCUSED pursuant to Rule 82.

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Demand received from IPEA on:

VI. CLAIMS

We claim:

1. A cosmetic composition, comprising:
 - a) a non-aqueous carrier;
 - b) a plurality of non-aqueous carrier stable capsules;
 - c) an encapsulated material established within said plurality of non-aqueous carrier stable capsules;
 - c) at least one sensorial perceivable material generated upon release of said encapsulated material established within said plurality of non-aqueous carrier stable capsules, where in said plurality of non-aqueous carrier stable capsules rupture in an aqueous material after a duration of time.
2. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of polyvinyl alcohol.
3. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of polyvinyl pyrrolidone.
4. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of cyclodextrin.
5. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of polyvinylmethyl ether.
6. A cosmetic composition as described in claim 1, wherein said at least one encapsulated material comprises a dye.
7. A cosmetic composition as described in claim 6, wherein said at least one dye is selected from the group consisting of azo dye, disazo dye, diazonium salts, azoxy dye, hydrazo dye, benzdine dye, anthraquinone dye, triphenylmethane dye, aniline dye,

aquonium dye, cationic dye, chrome dye, fluorescent dye, leuco dye, nitro dye, naphthol dye, toluidine dye, acridine dye, tetrakisazo dye, thiazole dye, fluorine dye, oxazin dye, tetraazolium salt dye, thiazin dye, pyronin dye, rhodamine dye, safranin dye, phthalocyanin dye, acid dye, base dye, and substituted analogs thereof.

8. A cosmetic composition as described in claim 1, wherein said at least one encapsulated material comprises an indicator which changes color based upon pH.

9. A cosmetic composition as described in claim 8, wherein said indicator which changes color based upon pH is selected from the group consisting of alizarin red, bromcresol green, bromcresol purple, bromcresol blue, congo red, crystal violet, dimethyl yellow, ethyl violet, malachite green, m-cresol purple, ntanil yellow, methyl orange, methyl purple, methyl red, methyl violet, phenol red, resorcin blue, and thymol blue, brilliant yellow, bromthylmol blue, m-nitrophenol, neutral red, phenophtalein, alizarin red S, alkali blue, clayton yellow, cresol red, curcumin, m-cresol purple, o-cresophthalein, phenol violet, p-naphtholbenzein, thymol violet, thymolphthalein, and titan yellow.

10. A cosmetic composition as described in claim 1, wherein said encapsulated material comprises a fragrance.

11. A cosmetic composition as described in claim 1, wherein said encapsulated material comprises a base.

12. A cosmetic composition as described in claim 11, wherein said base is selected from the group consisting of sodium carbonate, sodium bicarbonate, lithium carbonate, potassium carbonate, ammonium carbonates, sodium bicarbonate, lithium bicarbonate, and trisodium phosphate.

13. A cosmetic composition as described in claim 1, wherein said encapsulated material comprises an acid.

14. A cosmetic composition as described in claim 13, wherein said acid is selected from the group consisting of zinc chloride, sodium sulfate, monosodium phosphate, sodium acetate, citric acid, ascorbic acid, and tartaric acid.
15. A cosmetic composition as described in claim 14, wherein said non-aqueous carrier contains an amount of base.
16. A cosmetic composition as described in claim 15, wherein said base is selected from the group consisting of wherein said base is selected from the group consisting of sodium carbonate, sodium bicarbonate, lithium carbonate, potassium carbonate, ammonium carbonates, sodium bicarbonate, lithium bicarbonate, and trisodium phosphate.
17. A cosmetic composition as described in claim 12, wherein said non-aqueous carrier further comprises an indicator which changes color based upon pH.
18. A cosmetic composition as described in claim 17, wherein said indicator which changes color based upon pH is selected from the group consisting of alizarin red, bromcresol green, bromcresol purple, bromcresol blue, congo red, crystal violet, dimethyl yellow, ethyl violet, malachite green, m-cresol purple, ntil yellow, methyl orange, methyl purple, methyl red, methyl violet, phenol red, resorcin blue, and thymol blue, brilliant yellow, bromthymol blue, m-nitrophenol, neutral red, phenophtalein, alizarin red S, alkali blue, clayton yellow, cresol red, curcumin, m-cresol purple, o-cresophthalein, phenol violet, p-naphtholbenzein, thymol violet, thymolphthalein, and titan yellow.
19. A cosmetic composition as described in claim 1, wherein said non-aqueous carrier comprises a mixture of glycerol, sodium lauryl sulfate, and aloe vera gel.
20. A cosmetic composition as described in claim 18, wherein said non-aqueous carrier comprises polyethylene glycol.

21. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules rupture after a duration of time in aqueous material to release said encapsulated material contained within such non-aqueous carrier stable capsules to generate a perceived sensorial indicia coincident to a discrete event occurrence.
22. A cosmetic composition as described in claim 21, wherein said discrete event occurrence comprises attainment of a level of therapeutic efficacy.
23. A cleaning composition as described in claim 21, wherein said discrete event occurrence comprises compliance with regulatory guidelines for use of said cleaning composition.
24. A cleaning composition as described in claim 21, wherein said cleaning composition comprises a liquid hand soap and wherein said discrete event occurrence comprises expiration of a duration of time in compliance with hand washing procedure.
25. A cleaning composition as described in claim 24, wherein said duration of time comprises a duration of time between about 5 seconds and about 15 seconds.
26. A cleaning composition as described in claim 21, further comprising perceivable sensorial reinforcement attributes.
27. A cleaning composition as described in claim 1, wherein said capsules are selected from the group consisting of: single capsule type, capsule within capsule type, a mixture of different configurations of single capsule types, and a mixture of different configurations of capsule within capsule types.
28. A method of washing hands, comprising the steps of:

- a) applying a liquid hand soap to hands, wherein said liquid soap comprises a non-aqueous carrier containing a plurality of capsules that rupture after a duration of time when exposed to water;
- b) combining said liquid hand soap applied to said hands with water;
- c) rubbing said liquid hand soap applied to said hands; and
- d) perceiving sensorial attributes of substances released from said capsules that rupture.

29. A method of washing hands as described in claim 11, further comprising the step of configuring said capsules to rupture after a duration of time coincident to a discrete event occurrence.

30. A method of washing hands as described in claim 11, further comprising the step of configuring a population of capsules to rupture at a rate which provides perceivable sensorial reinforcement attributes.

VI. CLAIMS

We claim:

1. A cosmetic composition, comprising:
 - a) a non-aqueous carrier;
 - b) a plurality of non-aqueous carrier stable capsules;
 - c) an encapsulated material established within said plurality of non-aqueous carrier stable capsules;
 - c) at least one sensorial perceivable material generated upon release of said encapsulated material established within said plurality of non-aqueous carrier stable capsules, where in said plurality of non-aqueous carrier stable capsules rupture in an aqueous material after a duration of time.
2. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of polyvinyl alcohol.
3. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of polyvinyl pyrrolidone.
4. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of cyclodextrin.
5. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules comprise a coat of polyvinylmethyl ether.
6. A cosmetic composition as described in claim 1, wherein said at least one encapsulated material comprises a dye.
7. A cosmetic composition as described in claim 6, wherein said at least one dye is selected from the group consisting of azo dye, disazo dye, diazonium salts, azoxy dye, hydrazo dye, benzidine dye, anthraquinone dye, triphenylmethane dye, aniline dye,

aquonium dye, cationic dye, chrome dye, fluorescent dye, leuco dye, nitro dye, naphthol dye, toluidine dye, acridine dye, tetrakisazo dye, thiazole dye, fluorine dye, oxazin dye, tetraazolium salt dye, thiazin dye, pyronin dye, rhodamine dye, safranin dye, phthalocyanin dye, acid dye, base dye, and substituted analogs thereof.

8. A cosmetic composition as described in claim 1, wherein said at least one encapsulated material comprises an indicator which changes color based upon pH.

9. A cosmetic composition as described in claim 8, wherein said indicator which changes color based upon pH is selected from the group consisting of alizarin red, bromcresol green, bromcresol purple, bromcresol blue, congo red, crystal violet, dimethyl yellow, ethyl violet, malachite green, m-cresol purple, ntanil yellow, methyl orange, methyl purple, methyl red, methyl violet, phenol red, resorcin blue, and thymol blue, brilliant yellow, bromthylmol blue, m-nitrophenol, neutral red, phenophtalein, alizarin red S, alkali blue, clayton yellow, cresol red, curcumin, m-cresol purple, o-cresophthalein, phenol violet, p-naphtholbenzein, thymol violet, thymolphthalein, and titan yellow.

10. A cosmetic composition as described in claim 1, wherein said encapsulated material comprises a fragrance.

11. A cosmetic composition as described in claim 1, wherein said encapsulated material comprises a base.

12. A cosmetic composition as described in claim 11, wherein said base is selected from the group consisting of sodium carbonate, sodium bicarbonate, lithium carbonate, potassium carbonate, ammonium carbonates, sodium bicarbonate, lithium bicarbonate, and trisodium phosphate.

13. A cosmetic composition as described in claim 1, wherein said encapsulated material comprises an acid.

14. A cosmetic composition as described in claim 13, wherein said acid is selected from the group consisting of zinc chloride, sodium sulfate, monosodium phosphate, sodium acetate, citric acid, ascorbic acid, and tartaric acid.

15. A cosmetic composition as described in claim 14, wherein said non-aqueous carrier contains an amount of base.

16. A cosmetic composition as described in claim 15, wherein said base is selected from the group consisting of wherein said base is selected from the group consisting of sodium carbonate, sodium bicarbonate, lithium carbonate, potassium carbonate, ammonium carbonates, sodium bicarbonate, lithium bicarbonate, and trisodium phosphate.

17. A cosmetic composition as described in claim 12, wherein said non-aqueous carrier further comprises an indicator which changes color based upon pH.

18. A cosmetic composition as described in claim 17, wherein said indicator which changes color based upon pH is selected from the group consisting of alizarin red, bromcresol green, bromcresol purple, bromcresol blue, congo red, crystal violet, dimethyl yellow, ethyl violet, malachite green, m-cresol purple, ntanil yellow, methyl orange, methyl purple, methyl red, methyl violet, phenol red, resorcin blue, and thymol blue, brilliant yellow, bromthymol blue, m-nitrophenol, neutral red, phenophtalein, alizarin red S, alkali blue, clayton yellow, cresol red, curcumin, m-cresol purple, o-cresophthalein, phenol violet, p-naphtholbenzein, thymol violet, thymolphthalein, and titan yellow.

19. A cosmetic composition as described in claim 1, wherein said non-aqueous carrier comprises a mixture of glycerol, sodium lauryl sulfate, and aleo vera gel.

20. A cosmetic composition as described in claim 18, wherein said non-aqueous carrier comprises polyethylene glycol.

21. A cosmetic composition as described in claim 1, wherein said plurality of non-aqueous carrier stable capsules rupture after a duration of time in aqueous material to release said encapsulated material contained within such non-aqueous carrier stable capsules to generate a perceived sensorial indicia coincident to a discrete event occurrence.

22. A cosmetic composition as described in claim 21, wherein said discrete event occurrence comprises attainment of a level of therapeutic efficacy.

23. A cleaning composition as described in claim 21, wherein said discrete event occurrence comprises compliance with regulatory guidelines for use of said cleaning composition.

24. A cleaning composition as described in claim 21, wherein said cleaning composition comprises a liquid hand soap and wherein said discrete event occurrence comprises expiration of a duration of time in compliance with hand washing procedure.

25. A cleaning composition as described in claim 24, wherein said duration of time comprises a duration of time between about 5 seconds and about 15 seconds.

26. A cleaning composition as described in claim 21, further comprising perceivable sensorial reinforcement attributes.

27. A cleaning composition as described in claim 1, wherein said capsules are selected from the group consisting of: single capsule type, capsule within capsule type, a mixture of different configurations of single capsule types, and a mixture of different configurations of capsule within capsule types.

28. A method of washing hands, comprising the steps of:

- a) applying a liquid hand soap to hands, wherein said liquid soap comprises a non-aqueous carrier containing a plurality of capsules that rupture after a duration of time when exposed to water;
- b) combining said liquid hand soap applied to said hands with water;
- c) rubbing said liquid hand soap applied to said hands; and
- d) perceiving sensorial attributes of substances released from said capsules that rupture.

29. A method of washing hands as described in claim 11, further comprising the step of configuring said capsules to rupture after a duration of time coincident to a discrete event occurrence.

30. A method of washing hands as described in claim 11, further comprising the step of configuring a population of capsules to rupture at a rate which provides perceivable sensorial reinforcement attributes.

VII. ABSTRACT.

Generally, compositions that provide, either individually or in combination, aqueous activated components conveyed in a non-aqueous carrier system, perceivable sensorial indicia of discrete event occurrence, or perceivable sensorial reinforcers to provide sensorial incentives or sensorial disincentives, to encourage or discourage, attainment of discrete event occurrence.

VI. CLAIMS

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We claim:

- 5 1. A cosmetic composition, comprising:
 - a) a non-aqueous carrier; and
 - b) a plurality of non-aqueous carrier stable capsules;
 - c) at least one sensorial perceivable material contained within such non-aqueous carrier stable capsules, wherein said plurality of non-aqueous carrier stable capsules rupture
10 after a duration of time in aqueous material.
2. A cosmetic composition as described in claim 1, wherein said plurality of capsules rupture after a duration of time to release said substance coincident to a discrete event occurrence.
- 15 3. A cosmetic composition as described in claim 1, further comprising perceived sensorial indicia.
4. A cosmetic composition as described in claim 2, wherein release of said substance
20 coincident to said discrete event occurrence comprises a release rate sufficient to provide a perceived sensorial indicia of said discrete event occurrence.
5. A cosmetic composition as described in claim 4, wherein said indicia of said perceived sensorial indicia of said discrete event occurrence is selected from the group
25 consisting of: a fragrance, a color, a change in tactility, and a sound.
6. A cosmetic composition as described in claim 5, wherein said discrete event occurrence comprises attainment of a level of therapeutic efficacy.
- 30 7. A cleaning composition as described in claim 5, wherein said discrete event occurrence comprises compliance with regulatory guidelines for use of said cleaning composition.

8. A cleaning composition as described in claim 7, wherein said cleaning composition comprises a liquid hand soap and wherein said discrete event occurrence comprises expiration of a duration of time in compliance with hand washing procedure.

5 9. A cleaning composition as described in claim 1, further comprising perceivable sensorial reinforcement attributes.

10. A cleaning composition as described in claim 1, wherein said capsules are selected from the group consisting of: single capsule type, capsule within capsule type, a mixture of
10 different configurations of single capsule types, and a mixture of different configurations of capsule within capsule types.

11. A method of washing hands, comprising the steps of:

- a) applying a liquid hand soap to hands, wherein said liquid soap comprises a non-
15 aqueous carrier containing a plurality of capsules that rupture after a duration of time when exposed to water;
- b) combining said liquid hand soap applied to said hands with water;
- c) rubbing said liquid hand soap applied to said hands; and
- d) perceiving sensorial attributes of substances released from said capsules that rupture.

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12. A method of washing hands as described in claim 11, further comprising the step of configuring said capsules to rupture after a duration of time coincident to a discrete event occurrence.

25 13. A method of washing hands as described in claim 11, further comprising the step of configuring a population of capsules to rupture at a rate which provides perceivable sensorial reinforcement attributes.

30

VII. ABSTRACT.

Generally, compositions that provide, either individually or in combination, aqueous activated components conveyed in a non-aqueous carrier system, perceivable sensorial
5 indicia of discrete event occurrence, or perceivable sensorial reinforcers to provide sensorial incentives or sensorial disincentives, to encourage or discourage, attainment of discrete event occurrence.

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